



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Selling / Promotion

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of sponsorship in the sport/event industries.
- Set sponsorship objectives.
- Explain the types of promotion.
- Acquire product information for use in selling.
- Sell sport/event sponsorships.
- Determine event features and benefits.
- Close the sale.

CASE STUDY SITUATION

You are to assume the roles of promotion managers for a national golf tournament. You must convince the owner of a local automobile dealership (judge) to be the official sponsor of vehicles for the tournament.

The Professional Golf Association (PGA) has selected the beautiful city of New Worthington to host this event. The city was selected because it has a new professional golf course designed by a top professional golfer. The population of New Worthington is 300,000, and the community has plenty of new hotels to accommodate the participants in the golf tournament. National PGA tournaments count on local automobile dealerships to provide new vehicles for golfers and tournament organizers to use during the sporting event.

You must convince the local Cadillac dealership owner (judge) to be the official sponsor of vehicles for the PGA tournament scheduled for New Worthington. The golf tournament will need 50 automobiles to be used by professional golfers and organizers of the sporting event. All automobiles used during the golf event will include magnetic signs that advertise the local dealership. Once the five-day golf tournament is over, the dealership will have 50 slightly used vehicles to sell to the public. Most vehicles will not have been driven more than 1,000 miles. Famous golfers who drive the cars have agreed to participate in advertisements for the dealership. Also, the PGA tournament has agreed to pay for two billboards in the community advertising the dealership as the official sponsor of automobiles for the New Worthington PGA Tournament.

Keep in mind the following when making your presentation:

- The different types of promotion
- Possibilities of different audiences, not just the fans in attendance
- Benefits to the dealership

You will sell the sponsorship to the owner of the local Cadillac dealership (judge) in a meeting to take place in the owner's (judge's) office. The dealership owner (judge) will begin the meeting by greeting you and asking to hear your request. After you have presented your sponsorship request and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of owner of a local Cadillac dealership. A team of promotion managers (participant team) from the Professional Golf Association (PGA) will be asking your dealership to be the official vehicle sponsor for the upcoming tournament to be held in your city.

The Professional Golf Association (PGA) has selected the beautiful city of New Worthington to host this golf tournament. The city was selected because it has a new professional golf course designed by a top professional golfer. The population of New Worthington is 300,000, and the community has plenty of new hotels to accommodate the participants in the golf tournament. National PGA tournaments count on local automobile dealerships to provide new vehicles for golfers and tournament organizers to use during the sporting event.

The team of promotion managers (participant team) will ask you to be the official sponsor of vehicles for the PGA tournament scheduled for New Worthington. The golf tournament will need 50 automobiles for professional golfers and organizers of the event to use. All automobiles used during the golf event will include magnetic signs that advertise the local dealership. Once the five-day golf tournament is over, the dealership will have 50 slightly used vehicles to sell to the public. Most vehicles will not have been driven more than 1,000 miles. Famous golfers who drive the cars have agreed to participate in advertisements for the dealership. Also the PGA tournament has agreed to pay for two billboards throughout the community advertising the dealership as the official sponsor of automobiles for the New Worthington PGA Tournament. The promotion managers (participant team) have been asked to keep the following in mind while making their presentation:

- The different types of promotion
- Possibilities of different audiences, not just the fans in attendance
- Benefits to the dealership

The promotion managers (participant team) will present the sponsorship opportunity to you in a meeting to be held in your office. You will begin the meeting by greeting the managers (participant team) and asking to hear their proposal.

After the PGA marketing promotions team (participant team) has presented the sponsorship proposal to you, you are to ask the following questions of each participant team:

1. Why did you choose a Cadillac dealership? Why not another make of automobile?
2. Do you have any suggestions for selling the slightly used vehicles from the tournament?

Once the PGA marketing promotions managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

We thank you for your help.

JUDGE'S EVALUATION FORM **STDM** **STATE EVENT 2010**

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the nature of sponsorship in the sport/event industries?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Set sponsorship objectives?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Explain the types of promotion?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Acquire product information for use in selling?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Sell sport/event sponsorships?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Determine event features and benefits?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Close the sale?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____
TOTAL SCORE					_____